



# Round House Café Customer Feedback

**Questions, Comments, Kudos & Klouts March, 2015**



**Round House Café now serving Starbucks!** Thank you for the dozens of positive comments and questions regarding our replacing Java City Coffee with the very popular Starbucks' brand. The change took effect Thursday, February 26<sup>th</sup>. Many people wrote to say "Thank you!" "Woo-hoo!" "Sweet!" or just plain "YAY!!!" giving our switchover a very warm reception. Customers also asked a lot of questions. Here are the most frequently asked:

**Will we be able to use our Starbucks' gift cards in the Café?** We are sorry, but no we will not be able to accept Starbucks store gift cards. The Café is not a Starbucks franchisee, and so we do not have access to the Starbucks point of sale technology to sell, track and/or redeem the funds on Starbucks cards.

**Starbucks is my favorite coffee – but what about serving Starbucks brand teas?** As of right now, we are not offering any Starbucks brand teas, but we will look into that possibility. At first glance, we may be able to add their Green Tea in the near future. Stay tuned.

**Will the hours for the Starbucks be the same as the Java City, or will you be open later for afternoon treats?** For the time being, the Starbucks hours will be the same as Café hours. However, if sales data supports afternoon sales, we may have to revisit keeping the coffee area open later to satisfy afternoon cravings. Stay tuned.

**Will the price to refill our 20 oz mug remain the same?** Unfortunately, no. With the switch to Starbucks, we have had to adjust prices accordingly – i.e., premium coffee at premium prices. We appreciate your understanding. Partial price list and menu items [are at this link](#).

**Will we be able to get everything we can at a regular Starbucks store?** No, because we are not a franchisee we are limited to what we can stock and serve. For instance, we will not serve any Starbucks brand pastries and are prohibited from serving some of the beverages. Again, the [prices and menu items are at this link](#).

**Did the staff receive training on how to make the beverages?** Yes, the existing baristas, cashiers and management team all received hands on training from the Starbucks representative. Of course, it will take them some time to crest the "learning curve", but they will all do their best to make a smooth transition to "Proudly Serving Starbucks."

**Has anyone ever proposed a system where employees can "charge" items in the café and then have their bill or "tab" be deducted from the employees payroll check every two weeks or monthly?** Yes, the idea has been discussed several times, but there are several logistical issues on both sides (ARAMARK and SRPMIC Payroll/HR/IT), the largest two being privacy of personal information and how the two company systems might talk to each other. There is also a significant preference to keeping technological operations of the two companies separate for liability concerns. On the plus side, sometime in the very near future we will be offering reloadable "gift" cards like many other food service establishments. This might be one way customers could track their Café sales on a personal level. It will also make it easier for departments to give gifts, etc., as employee rewards. These Café gift cards will be able to be used for Starbucks purchases! ☺

**Several comments: "Did you switch the brewed iced tea? It has tasted funny the last couple of days..."** Thank you for letting us know. As a result of multiple comments, we ended up having that machine removed and a new brewer installed. We very much appreciate the feedback because – as always – we can't fix it if we don't know it's broke! ☺

**Ernesto is so kind and pleasant. His plating is impeccable. By adding a few garnishes, he can turn the most basic chicken breast into an attractive, delectable meal. I really appreciate the time he takes in preparing each of my dishes.** Chef Ernesto prepares the daily entrees and soups and has been with the Café since it opened six years ago, and with ARAMARK about 10 years. He does an excellent job and we will be happy to share your kind comments with him. Thank you for the compliments. ☺

**First I had to stand in line for the BBQ only to find out I had to go inside and stand in line to pay first. After I finally paid I went back outside and stood in line to get served. That's a lot of standing just to get some barbecue. However, once served, it was very, very good, and I must say, worth the wait.** Apologies for the confusion and the wait times – and we are glad that it was at least worth the wait! ☺ We slightly underestimated the popularity of the promotion and sold out of more than 150 servings of ribs, steak, pork and kielbasa entrees in just 90 minutes at our outdoor BBQ Thurs 2/26. So popular, we'll have to do it again soon! And we'll work out the kinks to reduce wait times – maybe grill outdoors, but serve/pay indoors at the hot zone. Thanks for the feedback. ☺

## **Kudos & Klouts (Customer Concerns, Compliments and/or Suggestions)**

- Thanks for taking the whipped cream off ALL of the Jell-O and pudding desserts and offering some without
- Loved the Hawaiian breakfast sandwich and the sweet/salt combination of the spam and pineapple...and...
- Loved the Hawaiian breakfast sandwich, but the pineapple could have been served on the side
- You had a fabulous BBQ meal Thursday but were completely sold out by 12:30, an hour before you usually close. Bummed...
- Have seen some staff display unsanitary serving habits (hands in food, thumbs in cups, etc.). Please address with them
  - *Thank you for the very specific feedback. And yes, we did talk with the staff involved. We appreciate it*
- Café ain't what it used to be. Service is slower; serving area seems unkempt during peak periods; just needs some TLC
  - *Thank you – trying to balance labor costs with sales is always a delicate task. We'll take a "do-better" slip*
- No lettuce at the salad bar today – again. This seems to happen a lot...
- Nobody was at the hot food station to serve today. I stood there for nearly five minutes waiting for somebody to come...
- As always, Café staff is pleasant, friendly, and does a wonderful job trying to serve everybody in a timely fashion. Thank you!
- Lemon slices not out first thing every morning like they used to be. Sometimes not until 8 am
- Beer battered cod was delicious – like "perfect" – but the tartar sauce was a little on the green side...
- Kielbasa, Kraut and Potato Pancakes were absolutely outstanding
- Could you offer flavored China mist on tap? *(Sorry no, we are logistically "tapped out" for electricity and water lines)* ☺

## **To submit your feedback...**

1. You can fill out a comment card and leave it in the boxes in the Café. OR...
2. You can submit feedback on the ARAMARK Round House Café Feedback page. Just [click here](#)
3. E-mail SRPMIC Food Service Manager [Paul.Johnston@srpmic-nsn.gov](mailto:Paul.Johnston@srpmic-nsn.gov)

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